MULTIMEDIA UNIVERSITY

STUDENT ID NO

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FINAL EXAMINATION

TRIMESTER 2, 2018/2019

DEN5018 – ENGLISH

(All Groups)

11 MARCH 2019
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **SIX** pages only.
2. Answer **ALL** questions in **Sections A, B and C.**
3. Please write all your answers in the Answer Booklet provided.

SECTION A: READING AND VOCABULARY [20 MARKS]

Instructions: *Read the passage below and answer the questions that follow.*

How K-Pop Helped Korea Improve its Economy

1 Back home and elsewhere in the world too, the first brush with Korean pop, or K-pop, probably was with the release of the video, *Gangnam Style*, by Park Jae Sung, better known as Psy. The 'invisible horse-riding' dance by Psy became an instant hit. No one really understood what the song meant, but the catchy music and the dance just caught on. The music video got 100 million views in just 51 days of its release, more than what Justin Bieber got for *Baby*. Till today, it is among the most watched videos on YouTube.

2 That was way back in 2012. Korean pop has since reached staggering heights of popularity, and Korean economy has grown richer. This year, the seven-member South Korean boy band, BTS, became the first ever K-pop album to make it to the No.1 spot on the Billboard 200 chart with their Love Yourself: Tear song. According to a report published in the Korea Creative Content Agency in 2017, over the last two decades, the export of K-pop has propelled the South Korea's music to an estimated $5 billion industry.

3 The Korean Wave or *hallyu* which includes Korean TV dramas and K-pop has swept across the world, and it has come as a blessing in disguise for the country's image and economy, especially after the 1997 Asian financial crisis. The South Korean government on its part is actively participating in the development of the country's cultural economy. A Ministry of Culture, Sports and Tourism, established in 2008, with a specific department for promoting globalisation of K-pop tourism, has been allotted substantial funds. This resulted in thousands of people from all over the world travel to Korea to catch concerts and experience Korean culture first hand. Besides tourism, there has been an increase in the demand for learning the Korean language. A recent report in BBC News states that in order to understand the lyrics of the K-pop hit songs, learning the Korean language is in high demand in countries like the United States of America, Canada, Thailand, and Malaysia.

4 The thriving cultural economy has also boosted export of related goods. Korean stars are driving consumer trends in a big way. Fashion, food and even plastic surgery are followed by the diehard fans. The beauty industry has seen the biggest growth. The Hyundai Research Institute has assessed the economic effects of *hallyu*, stating that an improved national image, thanks to *hallyu,* leads to increasing exports, and to the growth of the manufacturing industry.

5 K-pop is a global phenomenon as it is a well-thought package, and the industry has always tried to push the envelope in every aspect of music entertainment. It has everything: music, fashion, dance, singing, and story. It does not just sell the music, but also the idols themselves. "The systematic way K-pop groups are trained, produced, and marketed means K-pop tends to be highly stylised, extremely colourful, and very entertaining," says Aja Romano, an American culture reporter.

6 The global success of K-Pop did not happen by accident, nor it is simply an interesting cultural phenomenon, Mooweon Rhee, professor of management at School of Business in Seoul's Yonsei University and Won-Yong Oh, a former assistant professor at the Haskayne School of Business, University of Calgary in

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Canada wrote in the Harvard Business Review. "K-Pop entertainment companies demonstrate how to innovate business models by changing the fundamental assumptions of existing ones. Rather than finding readymade talent, K-pop companies manufacture it," they wrote. "Rather than market performers in a one-way manner, they nurture relationships with customers via social media. Rather than treat the world as one single market, they localise songs and even groups so that they truly resonate."

7 Another hugely important part of the K-pop phenomenon is that Korean artists allow fans gratuitous access to their personal lives via reality series and variety shows. "Whereas many Western celebrities go to great lengths to protect their privacy, Korean celebrities let fans into their homes, their studios, and even their cars to give fans a closer look at their day-to-day lives. This sort of access fosters a more intimate relationship between the fans and the artist, which results in intense fan loyalty", Hannah Waitt, cofounder and CEO of moon-ROK, points out.

8 Nevertheless, it is no secret that K-pop trainees go through rigorous training. They start at a very young age and train for almost 12 hours in a highly competitive environment. In their article, Rhee and Won-Yong Oh wrote, "Training is like boot camp. The trainees must live together in company-provided dorms, and they are entered into tournament after tournament with no guarantee that they will actually ever make their professional debut."

9 Throughout the day, they have intensive classes for singing, dancing, and acting. Foreign languages are optional with an eye on the biggest international markets for K-pop. In recent years, reports on the harassment faced by young trainees began to get attention from the media. *Their* private behaviour, public conduct and even their dating life are allegedly controlled, once they entered into "long-term" contracts with entertainment companies.

10 Public attention did bring about change. In 2017, many studios agreed to bring reform in their contracts. The legal system in South Korea has intervened to help improve situations that in the past were problematic, such as a 2014 law that aimed to protect minors in the entertainment industry and ongoing aims at breaking "slave" contracts that bind entertainers to agencies for extended periods of time. However, the legal situation revolving around the K-pop industry is still evolving, and abuse is still widespread.

Adapted from ETBureau. (2018). How K-Pop helped Korea improve its economy. *TheEconomicTimes*. Retrieved from //economictimes.indiatimes.com/articleshow/65266543.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

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Question 1: True or False (5 marks)

Instructions: *For each statement, write (T) if the statement is true and (F) if the statement is false.*

a. The 'invisible horse-riding' dance and catchy music by Psy is one of the factors that made *Gangnam Style* to beat Justin Bieber's *Baby* video on YouTube.

b. The 1997 Asian financial crisis changed the entertainment industry in Korea.

c. According to an American culture reporter, K-pop groups are very systematic as they are well organised, trained, formed and promoted.

d. Korean and Western celebrities share their private lifestyle with all their fans.

e. It is compulsory for K-pop trainees to enrol themselves in foreign language classes.

Question 2: Comprehension Questions (15 marks)

Instructions: *Answer the following questions.*

a. What is the main idea of paragraph two? (1 mark)

b. Which four industries have directly benefited from the Korean Wave or *hallyu*? (2 marks)

c. In which countries is the interest of learning Korean language in great demand? (1 mark)

d. What have transfixed the world's attention to K-pop and made it into a global phenomenon? (3 marks)

e. State evidence from the text explaining the difficulties and demand K-pop trainees have to go through daily. (4 marks)

f. Who does "their" in line 66 refer to? (1 mark)

g. How did public attention improve the "controlled long-term contracts" condition between studios and K-pop trainees? (3 marks)

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SECTION B: GRAMMAR [20 MARKS]

Question 1: Subject-Verb Agreement (10 marks)

Instructions: *The following extract contains 10 errors in subject-verb agreement. Identify the errors and correct them as shown in the example.*

Example:

No.	Line	Error	Correction
0	1	has	have

Social Media Influencers and Those Who Pay Them

Online celebrities, bloggers and vloggers **has** millions of followers across social media platforms like Instagram, Facebook, and Twitter. These influencers gives companies significant leveraging power when it comes to reaching a brand target demographic. The rise of the 'insta-famous' marketers are raising serious questions about their ethics and practices, particularly issues of authenticity and transparency. Many of these stars does not reveal if they have been paid to promote fashion or beauty products, or even services like plastic surgery.

According to a study by Mediakix, an influencer marketing agency, 93 per cent of sponsored posts from top followed celebrities on Instagram shows that they do not disclose the sponsorship. One of the biggest sponsors of social media advertising are the beauty products industry. However, some influencers, for example, neglects to mention that they are being paid to promote the products. Even tobacco companies use social media influencers to promote their products. Consumer watchdogs in the United States of America and in the United Kingdom says they have started looking more closely at social media marketing practices.

One of the reasons is influencer marketing which have become extremely popular for targeting Generation Z, a demographic roughly between the ages of 11 to 18. The importance of disclosing this information greatly affect generation Z as they are the generation that consumes much more social media content than the previous generation, and they are simply immersed in it.

Traditionally, we have always been able to tell the difference between advertising on TV and editorial content. There has been a clear distinction between the two. Whereas with social media marketing, sometimes it is very difficult for a consumer to be able to tell what is paid for and what is not, and it is important for consumers to know this because it will make a difference to their decision as to whether they believe that the influencer care about that product.

Adapted from Social media influencers and those who pay them. (2018). Retrieved from *https://www.aljazeera.com/programmes/countingthecost/2018/09/social-media-influencers-pay-180902102715575.html*

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Question 2: Tenses (10 marks)

Instructions: *For questions 1-10, read the text and choose the correct answer.*

Example: (0) ____B____

In Asia's Fattest Country, Nutritionists Take Money from Food Giants

Malaysia is a gastronomic delight with a wide variety of food and dishes. With citizens from three large ethnic groups – namely Malay, Chinese, and Indian, each with their own cuisine – the availability and mix of flavours and recipes **(0) __are__** outstanding. However, over the past three decades, this increasingly prosperous nation (1) _____ the fattest country in Asia, with nearly half the adult population now overweight or obese. Several years ago, Dr. Tee E Siong, Malaysia's leading nutrition expert, (2) _____ to act, organising a far-reaching study of local diets and lifestyle habits.

The research, conducted by scientists from the Nutrition Society of Malaysia, which Dr. Tee heads, has produced several articles for peer-reviewed academic journals. However, scientists were not the only ones vetting the materials. One of the reviewers was Nestlé, the world's largest food company, which (3) _____ the research. One of the published articles concluded that children who drank malted breakfast beverages, which are a category dominated in Malaysia by Milo, a sugary powder drink made by Nestlé, (4) _____ more likely to be physically active and spend less time in front of a computer or television.

The research exemplified a practice that (5) _____ in the West before the obesity rates increased in developing countries. It was moved to developing countries through deep financial partnerships between the world's largest food companies and nutrition scientists, policymakers and academic societies.

Currently, as they seek to expand their markets, big food companies (6) _____ significant funds in developing countries, from India to Cameroon, in support of local nutrition scientists. The industry funds research projects, (7) _____ scholars consulting fees, and sponsors most major nutrition conferences at a time when sales of processed food are soaring. In Malaysia, sales (8) _____ 105 per cent over the past five years, according to Euromonitor, a market research company.

Similar relationships (9) _____ a growing outcry in the United States and Europe, and a veritable civil war in the field between those who take food industry funding and those who argue that in future, money (10) _____ science and misleads policymakers and consumers. However, in developing countries, where government research funding is scarce and there is less resistance to the practice, companies are doubling down in their efforts.

Adapted from Fuller, T., O'Connor, A. & Richtel, M. (Dec 23, 2017). In Asia's fattest country, Nutritionists take money from food giants. *New York Times. Retrieved from* https://www.nytimes.com/2017/12/23/health/obesity-malaysia-nestle.html

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0.	**A. is**	**B. are**	**C. was**	**D. were**
1.	A. becomes	B. become	C. has become	D. will become
2.	A. decides	B. decided	C. has decided	D. had decided
3.	A. finances	B. financed	C. is financing	D. was financing
4.	A. are	B. have	C. were	D. will be
5.	A. begins	B. began	C. had begun	D. will begin
6.	A. spend	B. spent	C. are spending	D. were spending
7.	A. pays	B. paid	C. has paid	D. had paid
8.	A. increases	B. will increase	C. had increased	D. have been increasing
9.	A. ignite	B. ignited	C. have ignited	D. had ignited
10.	A. manipulates	B. manipulated	C. is manipulating	D. will manipulate

SECTION C: ESSAY WRITING [20 MARKS]

Instructions: Choose **ONE** of the topics below and write a five-paragraph essay of 300 to 350 words.

1. Teenage rebellion has become a common family issue in society nowadays. Being disobedient, acting rudely, and isolating themselves when they do not get what they want are the examples of rebellious behaviour among teenagers. Understanding the causes of teenage rebellion is essential in order to solve this conflict. What are the causes of teenage rebellion?

2. Nowadays, online games such as Mobile Legends, PUBG, and World of Warcraft are commonly played by teenagers. Gaming is typically played for fun, but recently it has been so popular that we can see gaming tournaments being organised around the world. Discuss the positive impacts of online games on teenagers' life.

End of Paper